

## WHAT IS CLAIMED IS:

1. A striped personal cleansing composition comprising:
  - (a) a first stripe comprising a cleansing phase comprising a surfactant, water and optionally additional conventional personal cleansing ingredients; and
  - (b) at least one additional stripe comprising a benefit phase comprising at least about 20% by weight of a hydrophobic material having a solubility parameter of from about 5 to about 15, wherein the benefit phase has a Consistency value of from about 1 to about 10,000 poise.
2. A striped personal cleansing composition comprising:
  - a) a first stripe comprising a cleansing phase comprising from about 1% to about 50% by weight of the cleansing phase of a surfactant selected from the group consisting of anionic surfactant, non-ionic surfactant, zwitterionic surfactant, cationic surfactant, soap and mixtures thereof;  
wherein the cleansing phase is non-Newtonian shear thinning, has a viscosity of equal to or greater than about 3,000 cps and a yield value of at least about 0.1 Pa; and
  - b) at least one additional stripe comprising a separate benefit phase comprising from about 20% to about 100% by weight of the benefit phase of a hydrophobic benefit agent selected from the group consisting of hydrocarbons, oils and waxes, silicones, fatty acid derivatives, cholesterol, cholesterol derivatives, diglycerides, triglycerides, vegetable oils, vegetable oil derivatives, acetoglyceride esters, alkyl esters, alkenyl esters, lanolin and its derivatives, wax esters, beeswax derivatives, sterols, phospholipids, and mixtures thereof;  
wherein the benefit agent has a Vaughan Solubility Parameter of from about 5 to about 15;

wherein the ratio between the cleansing phase and the benefit phase is from about 1:9 to about 99:1 and the cleansing phase and benefit phase are packaged in physical contact while remaining stable at ambient for 180 days; and

wherein the cleansing phase and benefit phase are present as stripes wherein the stripe size is at least about 0.1 mm in width and at least about 1 mm in length.
3. A striped personal cleansing composition according to Claim 1 wherein the separate benefit phase is substantially anhydrous.

4. A striped personal cleansing composition according to Claim 1 wherein the separate benefit phase is substantially free of surfactant.
5. A striped personal cleansing composition according to Claim 1, wherein the hydrophobic material in the benefit phase has a Vaughan Solubility Parameter of from about 5 to about 10.
6. A striped personal cleansing composition according to Claim 1, wherein the benefit phase has a Consistency value of from about 50 poise to about 2000 poise.
7. A striped personal cleansing composition according to Claim 1, wherein the benefit phase has a Shear Index of from about 0.1 to about 0.8.
8. A striped personal cleansing composition according to Claim 1, wherein the hydrophobic material represents at least about 50% by weight of the benefit phase.
9. A striped phase personal cleansing composition according to Claim 1, wherein at least 20% by weight of the benefit phase is selected from the group consisting of petrolatum, mineral oil micro-crystalline waxes, paraffins, ozokerite, polyethylene, polybutene, polydecene and perhydrosqualene, dimethicones, cyclomethicones, alkyl siloxanes, polymethylsiloxanes and methylphenylpolysiloxanes, lanolin, lanolin oil, lanolin wax, lanolin alcohols, lanolin fatty acids, isopropyl lanolate, acetylated lanolin, acetylated lanolin alcohols, lanolin alcohol linoleate, lanolin alcohol riconoleate castor oil, soy bean oil, sunflower seed oil, maleated soy bean oil, safflower oil, cotton seed oil, corn oil, walnut oil, peanut oil, olive oil, cod liver oil, almond oil, avocado oil, palm oil and sesame oil, and combinations thereof.
10. A striped personal cleansing composition according to Claim 1 wherein the cleansing phase comprises:
  - (i) at least one anionic surfactant;
  - (ii) at least one electrolyte;
  - (iii) at least one alkanolamide;
  - (iv) optionally additional conventional surfactants; and
  - (v) waterfurther wherein the cleansing phase is non-Newtonian shear thinning, and has a viscosity of equal to or greater than about 3000 cps.

11. A striped personal cleansing composition according to Claim 10 wherein the cleansing phase comprises from about 3% to about 60% of total active surfactant.
12. A striped personal cleansing composition according to Claim 10 wherein the electrolyte comprises an anion selected from the group consisting of phosphate, chloride, sulfate, citrate and mixtures thereof and a cation selected from the group consisting of sodium, ammonium, potassium, magnesium and mixtures thereof.
13. A striped personal cleansing composition according to Claim 10 wherein the electrolyte is present from about 0.1% to about 15% by weight of the cleansing phase.
14. A striped personal cleansing composition according to Claim 1 further comprising a cationic deposition polymer.
15. A striped personal cleansing composition according to Claim 1 wherein the cleansing and benefit phases form a pattern within the package.
16. A striped personal cleansing composition according to Claim 15 wherein the pattern is selected from the group consisting of striped, marbled, geometric, and mixtures thereof.
17. A striped personal cleansing composition according to Claim 1 wherein the composition is packaged in a transparent container.
18. A striped personal cleansing composition according to Claim 1 wherein the composition is packaged in a container with instructions to store said container upside down.
19. A method of delivering skin conditioning benefits to the skin or hair, said method comprising the steps of:
  - a) dispensing an effective amount of a composition according to Claim 1 onto an implement selected from the group consisting of a cleansing puff, washcloth, sponge and human hand;
  - b) topically applying said composition to the skin or hair using said implement; and
  - c) removing said composition from the skin or hair by rinsing with water.